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(54) **USER-SENSITIVE PAGERANK**

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(57) **ABSTRACT**

Techniques are described for generating an authority value of a first one of a plurality of documents. A first component of the authority value is generated with reference to out-bound links associated with the first document. The out-bound links enable access to a first subset of the plurality of documents. A second component of the authority value is generated with reference to a second subset of the plurality of documents. Each of the second subset of documents represents a potential starting point for a user session. A third component of the authority value is generated representing a likelihood that a user session initiated by any of a population of users will end with the first document. The first, second, and third components of the authority value are combined to generate the authority value. At least one of the first, second, and third components of the authority value is computed with reference to user data relating to at least some of the outbound links and the second subset of documents.